



2016 Shopped the Floor Attendee Purchase Incentive

Exhibitors: Please review the attendee purchasing incentive available to all attendees who purchase items from your company. Enclosed in the attached envelope are stickers for you to give to attendees who purchase from your company during the event.

Program Outline:

Purchase Incentive: By purchasing items from exhibiting companies, you can earn discounted or free registration for ADHA's 2017 CLL at the 94th Annual Session!

- **Option #1:** Make a Purchase During the Event
- **Option #2:** Make a Purchase After the Event
 - Spend **\$1-\$249**: receive **10%** off main registration
 - Spend **\$250-\$499**: receive **25%** off main registration
 - Spend **\$500-\$999**: receive **50%** off main registration
 - Spend **\$1000- \$1499**: receive **75%** off main registration
 - Spend **\$1500+**: receive **one free main registration**



Purchases During the Event: at the time of your exhibit purchase at the event, the exhibiting company will give you an 'I Shopped' sticker. Please wear the sticker on your badge to promote your purchasing power.

Purchases After the Event: Attendees must submit their receipts by August 31, 2016. All receipts must be submitted via email to: exhibits@adha.net

Note: Purchases must be made from an exhibiting company. Purchases from Marketplace or ADHA's Merchandise Boutique do not qualify.